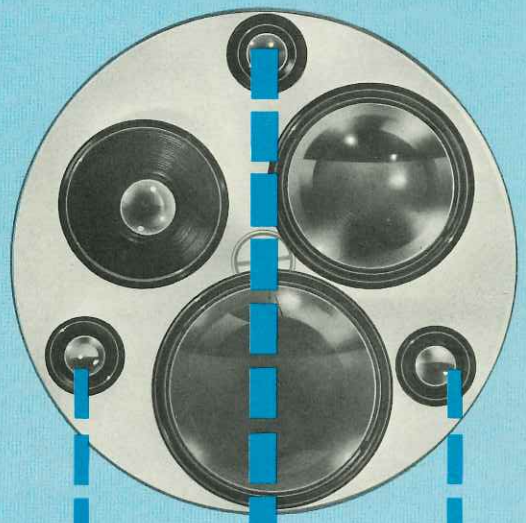
both argus movie cameras have individual true-image viewfinders for each lens

YOU ALWAYS SEE THE EXACT AREA
YOU WILL COVER . . . NO MASKS . . . NO LINES
. . . NO CUT OFF HEADS



AN EXCLUSIVE ARGUS FEATURE
IN THIS PRICE RANGE

As you turn the turret to change from 10mm normal lens to 6.5mm wide angle or 25mm telephoto, individual optical viewfinders automatically come into position to provide a full size view of the exact area covered by the lens in use. You are always sure of the picture you are taking . . . never confused by masks or lines.

D61 - 11 Recd 6-17-60

to be a real movie showman . . . use an argus showmaster projector

For big, bright and beautiful movies that really recreate your favorite memories, Argus offers a family of four fine projectors with outstanding features in every price range. Showmasters are amazingly compact, lightweight and easy to operate.

ARGUS
SHOWMASTER
750AV

- 750 watt brilliance
- Automatic-load
- Varispeed control
- Quick control lever to show forward, reverse or stop action
- f/1.5 color-corrected lens
- Big 30" picture at only 12 feet
- Enclosed reel drives
- Rapid power rewind
- Easy elevation device
- All metal, die-cast body, vinyl finish

argus CAMERAS, INC. GENERAL SYSTEM
SUBSIDIARY OF SYLVANIA ELECTRIC PRODUCTS INC.

Side 1

RITZ CAMERA CENTERS
607 - 14th St., N. W.
Washington, D. C.

80-603-339-1 Litho in USA

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argus MOVIE CAMERA

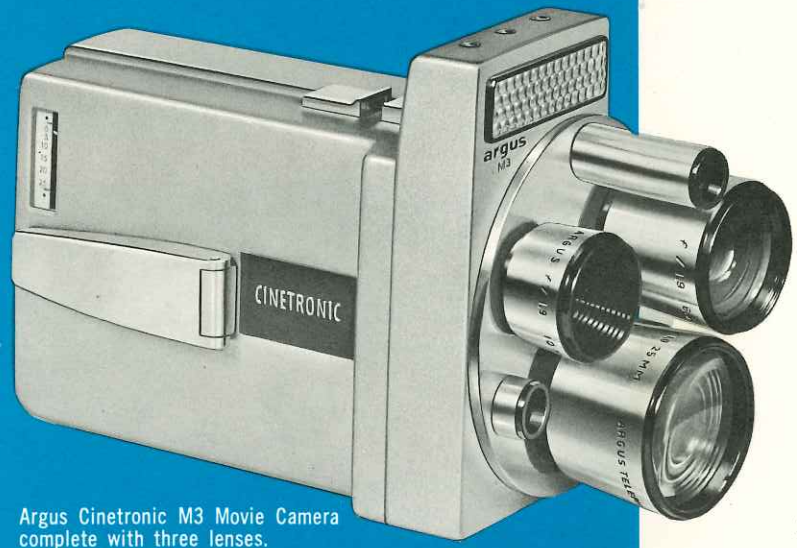
Cinetronic M3 . . . selected as one of the three best industrial designs of the year by Industrial Design Institute.

INDUSTRIAL DESIGNERS' INSTITUTE FOUNDED-1938

CINETRONIC M3
MATCH-MATIC M3

picture it now . . . see it forever

for ease and accuracy the... CINETRONIC M3 with automatic electric-eye exposure control



Argus Cinetronic M3 Movie Camera
complete with three lenses.
No. 405
Genuine Leather Carrying Case

Perfect movies have never been so easy. With the Argus Cinetronic you just aim and shoot while the electric-eye automatically sets the lens. As lighting conditions change, the Cinetronic immediately adjusts itself to keep exposing perfect color!

VERSATILITY AND DEPENDABILITY

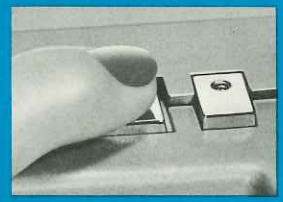
The Argus Cinetronic has features that will give your pictures that polished professional look . . . three f/1.9 color-corrected lenses on click-stop turret . . . universal focus for automatic sharpness . . . 12 foot run on single motor wind . . . inexpensive, double 8mm roll film . . . die-cast metal construction.

An Argus Cinetronic M3 is an investment in fun that will pay big dividends for many years.

EXTRA-VALUE FEATURES

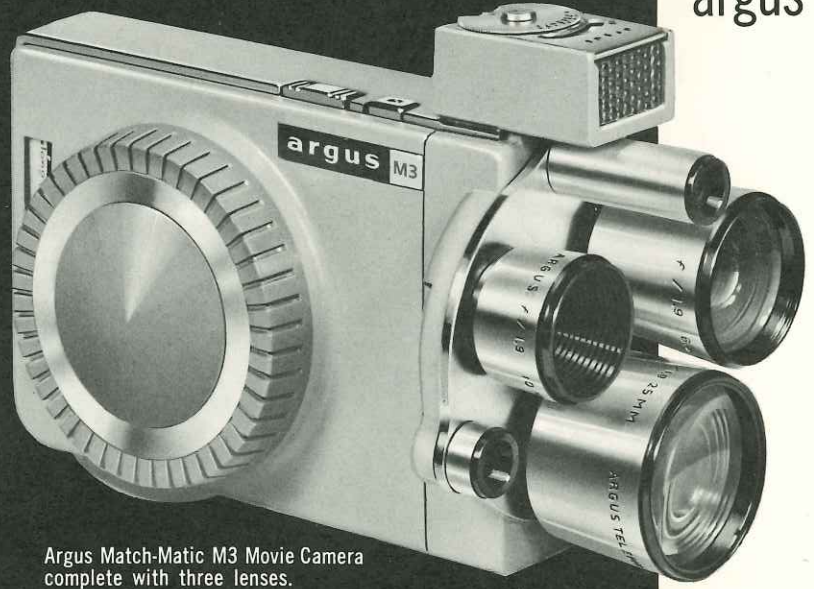
ELECTRIC-EYE exposure control has adjustment for present-day films with ASA 10 and 16 film speeds, and arrangement for future faster films of ASA 25 and 40.

LENS SHARPNESS of the individual f/1.9 Argus wide angle, telephoto and normal lenses is superior to variable focal length lenses set for similar area coverage.



SINGLE-FRAME EXPOSURE button is built-in on both models for titles and special effects. Continuous run button locks to let photographer get in picture.

argus MATCH-MATIC M3 with "match-the-number" exposure ease



Argus Match-Matic M3 Movie Camera
complete with three lenses.
No. 400
Genuine Leather Carrying Case

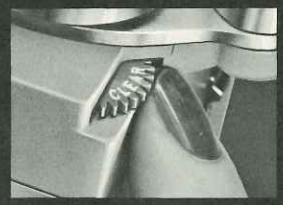
It's as easy to set as a clock, and electric-eye accurate! For perfect exposure indoors or out, you simply match the number on the meter to the lens setting dial . . . you're ready to shoot.

FEATURES OF CAMERAS COSTING TWICE AS MUCH

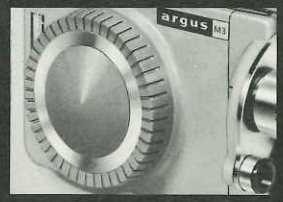
The Argus Match-Matic M3 is easy on the budget, but delivers quality and features of far more expensive cameras — individual optical viewfinders matched to each lens . . . f/1.9 normal, wide angle and telephoto lenses . . . click-stop turret . . . 12 foot run on single wind with new ratchet knob . . . inexpensive, double 8mm roll film. Body construction is strong die-cast metal throughout, and complete Match-Matic movie camera weighs only 36 ounces.

Side 2

MATCHMATIC METER instantly shows number to set on lens . . . no calculation or confusion. Adjusts for film speeds to ASA 40.



BUILT-IN FILTERS are provided on Match-Matic model . . . Conv. A for Type A film used outdoors . . . Haze to clarify distant scenes and cut overcasts and shadows.



RATCHET WIND on Match-Matic model is newest, fastest way to wind motor with minimum effort.

both argus movie cameras have individual true-image viewfinders for each lens

YOU ALWAYS SEE THE EXACT AREA
YOU WILL COVER . . . NO MASKS . . . NO LINES
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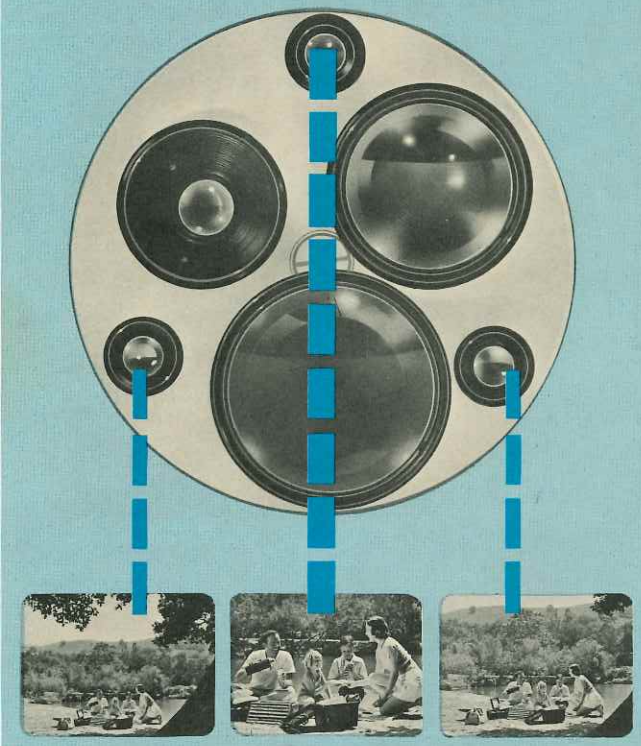

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IN THIS PRICE RANGE

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SUBSIDIARY OF SYLVANIA ELECTRIC PRODUCTS INC.

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80—603—339—1 Litho in USA

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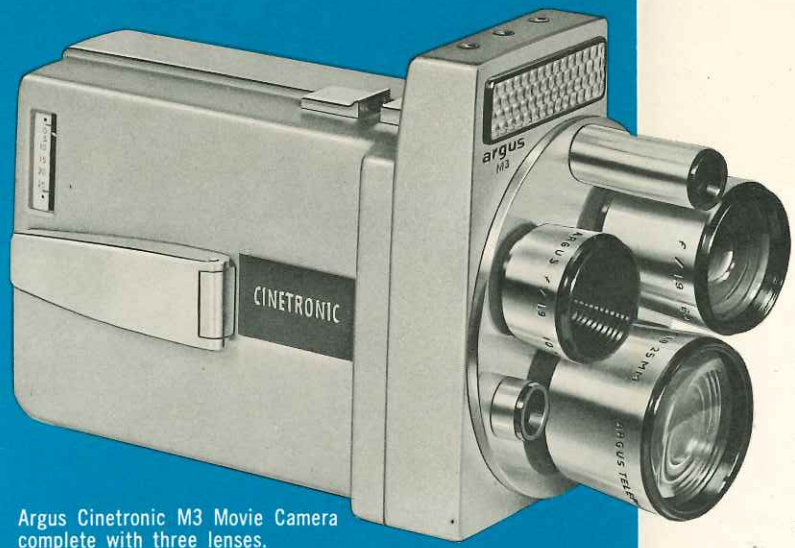

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No. 405
Genuine Leather Carrying Case

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An Argus Cinetronic M3 is an investment in fun that will pay big dividends for many years.

about $90

EXTRA-VALUE FEATURES

ELECTRIC-EYE exposure control has adjustment for present-day films with ASA 10 and 16 film speeds, and arrangement for future faster films of ASA 25 and 40.

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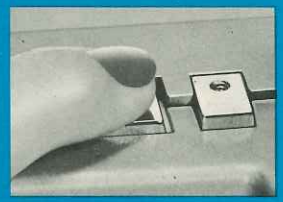

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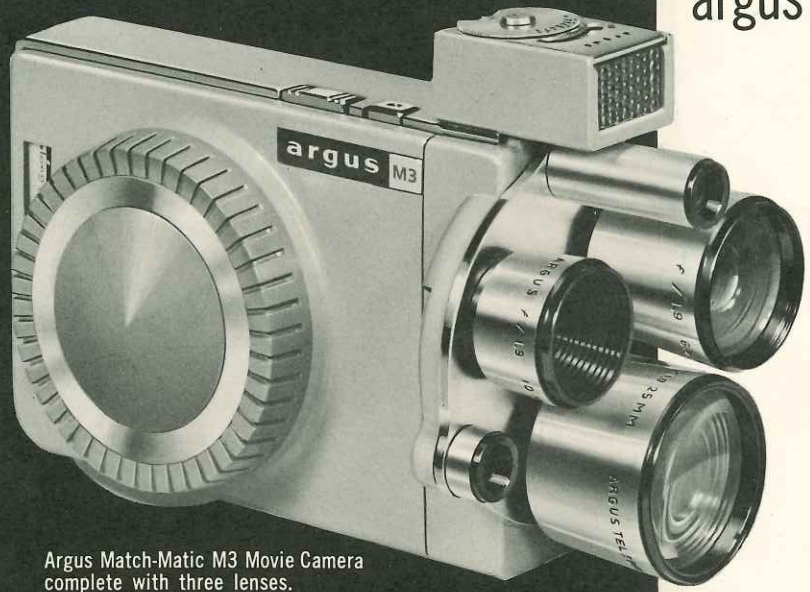

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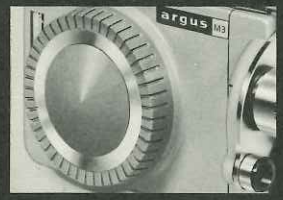
about $80

MATCHMATIC METER instantly shows number to set on lens . . . no calculation or confusion. Adjusts for film speeds to ASA 40.

BUILT-IN FILTERS are provided on Match-Matic model . . . Conv. A for Type A film used outdoors . . . Haze to clarify distant scenes and cut overcasts and shadows.



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